

YES ON 56 BALLOT ARGUMENT

The American Cancer Society Cancer Action Network, American Lung Association in California and American Heart Association are sponsoring Prop 56 because taxing tobacco saves lives by getting people to quit or never start smoking.

Get the facts at YesOn56.org.

VOTE YES ON PROP 56 TO KEEP KIDS FROM SMOKING AND REDUCE TOBACCO-RELATED HEALTHCARE COSTS

Tobacco remains a DEADLY, COSTLY product that hurts all Californians – even those who don't smoke.

- Each year, tobacco causes more deaths than guns, car accidents, HIV, alcohol, and illegal drugs combined. Tobacco is the #1 cause of preventable death – killing 40,000 Californians annually.
- Each year, tobacco-related healthcare costs Californian taxpayers \$3.58 BILLION.

At the same time, Big Tobacco has made billions in profits off California and is still trying to hook future generations into a lifetime of addiction. They know Prop 56 will prevent youth smoking. *That's* why they'll spend millions of dollars to defeat Prop 56: to protect their profits at our expense.

PROP 56 WORKS LIKE A USER FEE, TAXING TOBACCO TO HELP PAY FOR TOBACCO-RELATED HEALTHCARE COSTS

Prop 56 increases the tax on cigarettes and other tobacco products, including electronic cigarettes.

**SUBJECT TO COURT
ORDERED CHANGES**

The only people who will pay are those who use tobacco products, and that money will fund already existing programs to prevent smoking, improve healthcare and research cures for cancer and tobacco-related diseases.

PROP 56 IS ABOUT FAIRNESS – IF YOU DON'T USE TOBACCO, YOU DON'T PAY

California taxpayers spend \$3.58 BILLION every year – \$413 per family whether they smoke or not – paying medical costs of smokers. Prop 56 is a simple matter of fairness – it works like a user fee on tobacco products to reduce smoking and ensure smokers help pay for healthcare costs.

PROP 56 HELPS PREVENT YOUTH SMOKING

Increasing tobacco taxes reduces youth smoking according to the US Surgeon General. Yet California has one of the lowest tobacco taxes nationwide. This year alone, an estimated 16,800 California youth will start smoking, one-third of whom will die from tobacco-related diseases.

In every state that has significantly raised cigarette taxes smoking rates have gone down. Prop 56 is so important because it helps prevent youth from becoming lifelong addicts and will save lives for future generations.

PROP 56 FIGHTS BIG TOBACCO'S LATEST SCHEME TO TARGET KIDS

Electronic cigarettes are Big Tobacco's latest effort to get kids hooked on nicotine. They know that 90% of smokers start as teens. Teens that use e-cigarettes are twice as likely to start smoking traditional cigarettes. That's why every major tobacco corporation now owns at least one e-cigarette brand. Some e-cigarettes even target children with predatory themes like Barbie, Minions and Tinker Bell, and flavors like cotton candy and bubble gum.

Prop 56 taxes e-cigarettes just like tobacco products, preventing our kids from getting hooked on this addictive, costly, deadly habit.

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PROP 56 INCLUDES TOUGH TRANSPARENCY AND ACCOUNTABILITY MEASURES

Prop 56 has built-in safeguards, including independent audits and strict caps on overhead spending and administrative costs. And Prop 56 explicitly prohibits politicians from diverting funds for their own agendas.

SAVE LIVES. VOTE YES ON 56.

SIGNED:

Joanna Morales, Past Chair of the Board,
American Cancer Society, California Division

Tami Tittelfitz, RN, Leadership Board Member,
American Lung Association in California

David Lee, MD, President,
American Heart Association, Western States Affiliate

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